

Applicant : James Paul Haughwout
Serial No. : 09/819,899
Filed : March 29, 2001
Page : 20 of 25

Attorney's Docket No.: 06975-144001 / Member
Services 04

Amendments to the Abstract:

Please amend the abstract as follows:

A2
A first sales pitch appropriate for a particular telephone caller of a telephone call center may be selected by receiving a call from a caller to the telephone call center, accessing information about the caller, and automatically selecting the first sales pitch based upon the information accessed about the caller. The call may be transferred to a human operator, and the human operator may be assisted in presenting the first sales pitch to the caller, for example, by displaying at least a portion of the first sales pitch to the human operator.